

Global Foldable Baby Bathtub Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Foldable Baby Bathtub market size is expected to reach \$ 415 million by 2032, rising at a market growth of 6.9% CAGR during the forecast period (2026-2032).

In 2025, global Foldable Baby Bathtub production reached approximately 10.21 M Units. The average price is approximately \$25. A Foldable Baby Bathtub is a portable infant bathing device designed with collapsible structures, allowing it to be folded into a compact form for storage or travel while providing a stable and safe bathing environment when expanded.

Gross Profit Margin Levels

From a manufacturing perspective, the core cost of foldable baby bathtubs lies not only in plastic raw materials, but also in mold development, PP+TPE/TPR dual-material structure, stability of the folding mechanism, injection molding precision, assembly, anti-slip and drainage design, as well as safety certifications and channel fees. Public product information shows that mainstream foldable models typically use a PP+TPE/TPR structure, with low-end OEM supply prices ranging from \$7 to \$10 per unit, while the final retail price is commonly in the range of \$39.99 to \$99. This indicates that the profit margin in this sector is not solely determined by materials, but is significantly driven by brand, channels, certifications, bundled configurations, and functional upgrades. Overall, OEM/ODM manufacturers of basic models typically have a gross profit margin of 20%-35%, mid-range manufacturers with mold-making and integrated production capabilities can mostly achieve 30%-45%, while high-end products with brand premiums, temperature sensors, supports, bath mats, and other high-value-added bundles can typically achieve a gross profit margin of 45%-60% from the brand perspective.

Industry Drivers

The growth of the foldable baby bathtub industry is primarily driven by urbanization and shrinking living spaces. WHO data shows that over 55% of the global population currently lives in cities, a figure projected to rise to 68% by 2050. This directly intensifies the demand from small-apartment families for 'foldable, easy-to-store, and easy-to-dry' baby care products. Secondly, industry growth is being continuously fueled by stricter safety and compliance standards. The US CPSC and ASTM have set clear performance, testing, and labeling requirements for infant bathtubs, particularly emphasizing the control of warning information, breakage risks, and locking mechanism malfunctions. In 2026, the CPSC also published a recall case for baby bathtubs containing button batteries, demonstrating that safety standards are becoming a crucial threshold for industry consolidation. Thirdly, products are evolving from 'ordinary bathtubs' to 'space-friendly + functionally integrated' baby care systems. Features such as temperature sensors, drainage designs, non-slip mats, bath nets/mats, and foldable supports are continuously increasing unit prices and repurchase appeal. Overall, the core competition in this market in the future will not only be about price, but also about safety and compliance capabilities, the reliability of folding structures, product kitting, and brand and channel capabilities.

This report studies the global Foldable Baby Bathtub production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Foldable Baby Bathtub and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Foldable Baby Bathtub that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Foldable Baby Bathtub total production and demand, 2021-2032, (K Units)

Global Foldable Baby Bathtub total production value, 2021-2032, (USD Million)

Global Foldable Baby Bathtub production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Foldable Baby Bathtub consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Foldable Baby Bathtub domestic production, consumption, key domestic manufacturers and share

Global Foldable Baby Bathtub production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Foldable Baby Bathtub production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Foldable Baby Bathtub production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Foldable Baby Bathtub market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Stokke AS, BabyBjorn AB, Munchkin Inc., Skip Hop Inc., Zhejiang Babyhood Baby Products Co., Ltd., Zhejiang Rikang Baby Products Co., Ltd., Crowned Love, Summer Infant Inc., Safety 1st, LuvLap, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Foldable Baby Bathtub market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Foldable Baby Bathtub Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Foldable Baby Bathtub Market, Segmentation by Type:

Hinged Folding Type

Press-to-Folding Type

Inflatable Folding Type

Others

Global Foldable Baby Bathtub Market, Segmentation by Material:

Composite Material

Food-Grade Silicone Material

Others

Global Foldable Baby Bathtub Market, Segmentation by Function:

Basic Folding Bathtub

Heat-Sensitive Folding Bathtub

Others

Global Foldable Baby Bathtub Market, Segmentation by Application:

Maternal and Infant Products Industry

Infant and Toddler Care Service Industry

Others

Companies Profiled:

Stokke AS

BabyBjörn AB

Munchkin Inc.

Skip Hop Inc.

Zhejiang Babyhood Baby Products Co., Ltd.

Zhejiang Rikang Baby Products Co., Ltd.

Crowned Love

Summer Infant Inc.

Safety 1st

LuvLap

Intex Recreation Corp.

Wee Sprout

Fujian O'sk Baby And Children Products Corp., Ltd.

Bambino Mio Ltd.

Koala Baby Products

Key Questions Answered:

1. How big is the global Foldable Baby Bathtub market?
2. What is the demand of the global Foldable Baby Bathtub market?
3. What is the year over year growth of the global Foldable Baby Bathtub market?
4. What is the production and production value of the global Foldable Baby Bathtub market?
5. Who are the key producers in the global Foldable Baby Bathtub market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Foldable Baby Bathtub Introduction
- 1.2 World Foldable Baby Bathtub Supply & Forecast
 - 1.2.1 World Foldable Baby Bathtub Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Foldable Baby Bathtub Production (2021-2032)
 - 1.2.3 World Foldable Baby Bathtub Pricing Trends (2021-2032)
- 1.3 World Foldable Baby Bathtub Production by Region (Based on Production Site)
 - 1.3.1 World Foldable Baby Bathtub Production Value by Region (2021-2032)
 - 1.3.2 World Foldable Baby Bathtub Production by Region (2021-2032)
 - 1.3.3 World Foldable Baby Bathtub Average Price by Region (2021-2032)
 - 1.3.4 North America Foldable Baby Bathtub Production (2021-2032)
 - 1.3.5 Europe Foldable Baby Bathtub Production (2021-2032)
 - 1.3.6 China Foldable Baby Bathtub Production (2021-2032)
 - 1.3.7 Japan Foldable Baby Bathtub Production (2021-2032)
 - 1.3.8 South Asia Foldable Baby Bathtub Production (2021-2032)
 - 1.3.9 India Foldable Baby Bathtub Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Foldable Baby Bathtub Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Foldable Baby Bathtub Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Foldable Baby Bathtub Demand (2021-2032)
- 2.2 World Foldable Baby Bathtub Consumption by Region
 - 2.2.1 World Foldable Baby Bathtub Consumption by Region (2021-2026)
 - 2.2.2 World Foldable Baby Bathtub Consumption Forecast by Region (2027-2032)
- 2.3 United States Foldable Baby Bathtub Consumption (2021-2032)
- 2.4 China Foldable Baby Bathtub Consumption (2021-2032)
- 2.5 Europe Foldable Baby Bathtub Consumption (2021-2032)
- 2.6 Japan Foldable Baby Bathtub Consumption (2021-2032)
- 2.7 South Korea Foldable Baby Bathtub Consumption (2021-2032)
- 2.8 ASEAN Foldable Baby Bathtub Consumption (2021-2032)
- 2.9 India Foldable Baby Bathtub Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Foldable Baby Bathtub Production Value by Manufacturer (2021-2026)
- 3.2 World Foldable Baby Bathtub Production by Manufacturer (2021-2026)
- 3.3 World Foldable Baby Bathtub Average Price by Manufacturer (2021-2026)
- 3.4 Foldable Baby Bathtub Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Foldable Baby Bathtub Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Foldable Baby Bathtub in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Foldable Baby Bathtub in 2025
- 3.6 Foldable Baby Bathtub Market: Overall Company Footprint Analysis
 - 3.6.1 Foldable Baby Bathtub Market: Region Footprint
 - 3.6.2 Foldable Baby Bathtub Market: Company Product Type Footprint
 - 3.6.3 Foldable Baby Bathtub Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Foldable Baby Bathtub Production Value Comparison
 - 4.1.1 United States VS China: Foldable Baby Bathtub Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Foldable Baby Bathtub Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Foldable Baby Bathtub Production Comparison
 - 4.2.1 United States VS China: Foldable Baby Bathtub Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Foldable Baby Bathtub Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Foldable Baby Bathtub Consumption Comparison
 - 4.3.1 United States VS China: Foldable Baby Bathtub Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Foldable Baby Bathtub Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Foldable Baby Bathtub Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Foldable Baby Bathtub Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Foldable Baby Bathtub Production Value (2021-2026)

4.4.3 United States Based Manufacturers Foldable Baby Bathtub Production (2021-2026)

4.5 China Based Foldable Baby Bathtub Manufacturers and Market Share

4.5.1 China Based Foldable Baby Bathtub Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Foldable Baby Bathtub Production Value (2021-2026)

4.5.3 China Based Manufacturers Foldable Baby Bathtub Production (2021-2026)

4.6 Rest of World Based Foldable Baby Bathtub Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Foldable Baby Bathtub Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Foldable Baby Bathtub Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Foldable Baby Bathtub Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Foldable Baby Bathtub Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Hinged Folding Type

5.2.2 Press-to-Folding Type

5.2.3 Inflatable Folding Type

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Foldable Baby Bathtub Production by Type (2021-2032)

5.3.2 World Foldable Baby Bathtub Production Value by Type (2021-2032)

5.3.3 World Foldable Baby Bathtub Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY MATERIAL

6.1 World Foldable Baby Bathtub Market Size Overview by Material: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Material

- 6.2.1 Composite Material
- 6.2.2 Food-Grade Silicone Material
- 6.2.3 Others
- 6.3 Market Segment by Material
 - 6.3.1 World Foldable Baby Bathtub Production by Material (2021-2032)
 - 6.3.2 World Foldable Baby Bathtub Production Value by Material (2021-2032)
 - 6.3.3 World Foldable Baby Bathtub Average Price by Material (2021-2032)

7 MARKET ANALYSIS BY FUNCTION

- 7.1 World Foldable Baby Bathtub Market Size Overview by Function: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Function
 - 7.2.1 Basic Folding Bathtub
 - 7.2.2 Heat-Sensitive Folding Bathtub
 - 7.2.3 Others
- 7.3 Market Segment by Function
 - 7.3.1 World Foldable Baby Bathtub Production by Function (2021-2032)
 - 7.3.2 World Foldable Baby Bathtub Production Value by Function (2021-2032)
 - 7.3.3 World Foldable Baby Bathtub Average Price by Function (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

- 8.1 World Foldable Baby Bathtub Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
 - 8.2.1 Maternal and Infant Products Industry
 - 8.2.2 Infant and Toddler Care Service Industry
 - 8.2.3 Others
- 8.3 Market Segment by Application
 - 8.3.1 World Foldable Baby Bathtub Production by Application (2021-2032)
 - 8.3.2 World Foldable Baby Bathtub Production Value by Application (2021-2032)
 - 8.3.3 World Foldable Baby Bathtub Average Price by Application (2021-2032)

9 COMPANY PROFILES

- 9.1 Stokke AS
 - 9.1.1 Stokke AS Details
 - 9.1.2 Stokke AS Major Business

9.1.3 Stokke AS Foldable Baby Bathtub Product and Services

9.1.4 Stokke AS Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Stokke AS Recent Developments/Updates

9.1.6 Stokke AS Competitive Strengths & Weaknesses

9.2 BabyBjörn AB

9.2.1 BabyBjörn AB Details

9.2.2 BabyBjörn AB Major Business

9.2.3 BabyBjörn AB Foldable Baby Bathtub Product and Services

9.2.4 BabyBjörn AB Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 BabyBjörn AB Recent Developments/Updates

9.2.6 BabyBjörn AB Competitive Strengths & Weaknesses

9.3 Munchkin Inc.

9.3.1 Munchkin Inc. Details

9.3.2 Munchkin Inc. Major Business

9.3.3 Munchkin Inc. Foldable Baby Bathtub Product and Services

9.3.4 Munchkin Inc. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Munchkin Inc. Recent Developments/Updates

9.3.6 Munchkin Inc. Competitive Strengths & Weaknesses

9.4 Skip Hop Inc.

9.4.1 Skip Hop Inc. Details

9.4.2 Skip Hop Inc. Major Business

9.4.3 Skip Hop Inc. Foldable Baby Bathtub Product and Services

9.4.4 Skip Hop Inc. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Skip Hop Inc. Recent Developments/Updates

9.4.6 Skip Hop Inc. Competitive Strengths & Weaknesses

9.5 Zhejiang Babyhood Baby Products Co., Ltd.

9.5.1 Zhejiang Babyhood Baby Products Co., Ltd. Details

9.5.2 Zhejiang Babyhood Baby Products Co., Ltd. Major Business

9.5.3 Zhejiang Babyhood Baby Products Co., Ltd. Foldable Baby Bathtub Product and Services

9.5.4 Zhejiang Babyhood Baby Products Co., Ltd. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Zhejiang Babyhood Baby Products Co., Ltd. Recent Developments/Updates

9.5.6 Zhejiang Babyhood Baby Products Co., Ltd. Competitive Strengths & Weaknesses

9.6 Zhejiang Rikang Baby Products Co.,Ltd.

9.6.1 Zhejiang Rikang Baby Products Co.,Ltd. Details

9.6.2 Zhejiang Rikang Baby Products Co.,Ltd. Major Business

9.6.3 Zhejiang Rikang Baby Products Co.,Ltd. Foldable Baby Bathtub Product and Services

9.6.4 Zhejiang Rikang Baby Products Co.,Ltd. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Zhejiang Rikang Baby Products Co.,Ltd. Recent Developments/Updates

9.6.6 Zhejiang Rikang Baby Products Co.,Ltd. Competitive Strengths & Weaknesses

9.7 Crowned Love

9.7.1 Crowned Love Details

9.7.2 Crowned Love Major Business

9.7.3 Crowned Love Foldable Baby Bathtub Product and Services

9.7.4 Crowned Love Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 Crowned Love Recent Developments/Updates

9.7.6 Crowned Love Competitive Strengths & Weaknesses

9.8 Summer Infant Inc.

9.8.1 Summer Infant Inc. Details

9.8.2 Summer Infant Inc. Major Business

9.8.3 Summer Infant Inc. Foldable Baby Bathtub Product and Services

9.8.4 Summer Infant Inc. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 Summer Infant Inc. Recent Developments/Updates

9.8.6 Summer Infant Inc. Competitive Strengths & Weaknesses

9.9 Safety 1st

9.9.1 Safety 1st Details

9.9.2 Safety 1st Major Business

9.9.3 Safety 1st Foldable Baby Bathtub Product and Services

9.9.4 Safety 1st Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 Safety 1st Recent Developments/Updates

9.9.6 Safety 1st Competitive Strengths & Weaknesses

9.10 LuvLap

9.10.1 LuvLap Details

9.10.2 LuvLap Major Business

9.10.3 LuvLap Foldable Baby Bathtub Product and Services

9.10.4 LuvLap Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.10.5 LuvLap Recent Developments/Updates
- 9.10.6 LuvLap Competitive Strengths & Weaknesses
- 9.11 Intex Recreation Corp.
 - 9.11.1 Intex Recreation Corp. Details
 - 9.11.2 Intex Recreation Corp. Major Business
 - 9.11.3 Intex Recreation Corp. Foldable Baby Bathtub Product and Services
 - 9.11.4 Intex Recreation Corp. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Intex Recreation Corp. Recent Developments/Updates
 - 9.11.6 Intex Recreation Corp. Competitive Strengths & Weaknesses
- 9.12 Wee Sprout
 - 9.12.1 Wee Sprout Details
 - 9.12.2 Wee Sprout Major Business
 - 9.12.3 Wee Sprout Foldable Baby Bathtub Product and Services
 - 9.12.4 Wee Sprout Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Wee Sprout Recent Developments/Updates
 - 9.12.6 Wee Sprout Competitive Strengths & Weaknesses
- 9.13 Fujian O'sk Baby And Children Products Corp.,ltd.
 - 9.13.1 Fujian O'sk Baby And Children Products Corp.,ltd. Details
 - 9.13.2 Fujian O'sk Baby And Children Products Corp.,ltd. Major Business
 - 9.13.3 Fujian O'sk Baby And Children Products Corp.,ltd. Foldable Baby Bathtub Product and Services
 - 9.13.4 Fujian O'sk Baby And Children Products Corp.,ltd. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Fujian O'sk Baby And Children Products Corp.,ltd. Recent Developments/Updates
 - 9.13.6 Fujian O'sk Baby And Children Products Corp.,ltd. Competitive Strengths & Weaknesses
- 9.14 Bambino Mio Ltd.
 - 9.14.1 Bambino Mio Ltd. Details
 - 9.14.2 Bambino Mio Ltd. Major Business
 - 9.14.3 Bambino Mio Ltd. Foldable Baby Bathtub Product and Services
 - 9.14.4 Bambino Mio Ltd. Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Bambino Mio Ltd. Recent Developments/Updates
 - 9.14.6 Bambino Mio Ltd. Competitive Strengths & Weaknesses
- 9.15 Koala Baby Products
 - 9.15.1 Koala Baby Products Details

- 9.15.2 Koala Baby Products Major Business
- 9.15.3 Koala Baby Products Foldable Baby Bathtub Product and Services
- 9.15.4 Koala Baby Products Foldable Baby Bathtub Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.15.5 Koala Baby Products Recent Developments/Updates
- 9.15.6 Koala Baby Products Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Foldable Baby Bathtub Industry Chain
- 10.2 Foldable Baby Bathtub Upstream Analysis
 - 10.2.1 Foldable Baby Bathtub Core Raw Materials
 - 10.2.2 Main Manufacturers of Foldable Baby Bathtub Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Foldable Baby Bathtub Production Mode
- 10.6 Foldable Baby Bathtub Procurement Model
- 10.7 Foldable Baby Bathtub Industry Sales Model and Sales Channels
 - 10.7.1 Foldable Baby Bathtub Sales Model
 - 10.7.2 Foldable Baby Bathtub Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Foldable Baby Bathtub Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Foldable Baby Bathtub Production Value by Region (2021-2026) & (USD Million)

Table 3. World Foldable Baby Bathtub Production Value by Region (2027-2032) & (USD Million)

Table 4. World Foldable Baby Bathtub Production Value Market Share by Region (2021-2026)

Table 5. World Foldable Baby Bathtub Production Value Market Share by Region (2027-2032)

Table 6. World Foldable Baby Bathtub Production by Region (2021-2026) & (K Units)

Table 7. World Foldable Baby Bathtub Production by Region (2027-2032) & (K Units)

Table 8. World Foldable Baby Bathtub Production Market Share by Region (2021-2026)

Table 9. World Foldable Baby Bathtub Production Market Share by Region (2027-2032)

Table 10. World Foldable Baby Bathtub Average Price by Region (2021-2026) & (USD/Unit)

Table 11. World Foldable Baby Bathtub Average Price by Region (2027-2032) & (USD/Unit)

Table 12. Foldable Baby Bathtub Major Market Trends

Table 13. World Foldable Baby Bathtub Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Foldable Baby Bathtub Consumption by Region (2021-2026) & (K Units)

Table 15. World Foldable Baby Bathtub Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Foldable Baby Bathtub Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Foldable Baby Bathtub Producers in 2025

Table 18. World Foldable Baby Bathtub Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Foldable Baby Bathtub Producers in 2025

Table 20. World Foldable Baby Bathtub Average Price by Manufacturer (2021-2026) & (USD/Unit)

Table 21. Global Foldable Baby Bathtub Company Evaluation Quadrant

Table 22. World Foldable Baby Bathtub Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Foldable Baby Bathtub Production Site of Key Manufacturer

Table 24. Foldable Baby Bathtub Market: Company Product Type Footprint

Table 25. Foldable Baby Bathtub Market: Company Product Application Footprint

Table 26. Foldable Baby Bathtub Competitive Factors

Table 27. Foldable Baby Bathtub New Entrant and Capacity Expansion Plans

Table 28. Foldable Baby Bathtub Mergers & Acquisitions Activity

Table 29. United States VS China Foldable Baby Bathtub Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Foldable Baby Bathtub Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Foldable Baby Bathtub Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Foldable Baby Bathtub Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Foldable Baby Bathtub Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Foldable Baby Bathtub Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Foldable Baby Bathtub Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Foldable Baby Bathtub Production Market Share (2021-2026)

Table 37. China Based Foldable Baby Bathtub Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Foldable Baby Bathtub Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Foldable Baby Bathtub Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Foldable Baby Bathtub Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Foldable Baby Bathtub Production Market Share (2021-2026)

Table 42. Rest of World Based Foldable Baby Bathtub Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Foldable Baby Bathtub Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Foldable Baby Bathtub Production Value

Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Foldable Baby Bathtub Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Foldable Baby Bathtub Production Market Share (2021-2026)

Table 47. World Foldable Baby Bathtub Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Foldable Baby Bathtub Production by Type (2021-2026) & (K Units)

Table 49. World Foldable Baby Bathtub Production by Type (2027-2032) & (K Units)

Table 50. World Foldable Baby Bathtub Production Value by Type (2021-2026) & (USD Million)

Table 51. World Foldable Baby Bathtub Production Value by Type (2027-2032) & (USD Million)

Table 52. World Foldable Baby Bathtub Average Price by Type (2021-2026) & (USD/Unit)

Table 53. World Foldable Baby Bathtub Average Price by Type (2027-2032) & (USD/Unit)

Table 54. World Foldable Baby Bathtub Production Value by Material, (USD Million), 2021 & 2025 & 2032

Table 55. World Foldable Baby Bathtub Production by Material (2021-2026) & (K Units)

Table 56. World Foldable Baby Bathtub Production by Material (2027-2032) & (K Units)

Table 57. World Foldable Baby Bathtub Production Value by Material (2021-2026) & (USD Million)

Table 58. World Foldable Baby Bathtub Production Value by Material (2027-2032) & (USD Million)

Table 59. World Foldable Baby Bathtub Average Price by Material (2021-2026) & (USD/Unit)

Table 60. World Foldable Baby Bathtub Average Price by Material (2027-2032) & (USD/Unit)

Table 61. World Foldable Baby Bathtub Production Value by Function, (USD Million), 2021 & 2025 & 2032

Table 62. World Foldable Baby Bathtub Production by Function (2021-2026) & (K Units)

Table 63. World Foldable Baby Bathtub Production by Function (2027-2032) & (K Units)

Table 64. World Foldable Baby Bathtub Production Value by Function (2021-2026) & (USD Million)

Table 65. World Foldable Baby Bathtub Production Value by Function (2027-2032) & (USD Million)

Table 66. World Foldable Baby Bathtub Average Price by Function (2021-2026) & (USD/Unit)

Table 67. World Foldable Baby Bathtub Average Price by Function (2027-2032) & (USD/Unit)

Table 68. World Foldable Baby Bathtub Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Foldable Baby Bathtub Production by Application (2021-2026) & (K Units)

Table 70. World Foldable Baby Bathtub Production by Application (2027-2032) & (K Units)

Table 71. World Foldable Baby Bathtub Production Value by Application (2021-2026) & (USD Million)

Table 72. World Foldable Baby Bathtub Production Value by Application (2027-2032) & (USD Million)

Table 73. World Foldable Baby Bathtub Average Price by Application (2021-2026) & (USD/Unit)

Table 74. World Foldable Baby Bathtub Average Price by Application (2027-2032) & (USD/Unit)

Table 75. Stokke AS Basic Information, Manufacturing Base and Competitors

Table 76. Stokke AS Major Business

Table 77. Stokke AS Foldable Baby Bathtub Product and Services

Table 78. Stokke AS Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Stokke AS Recent Developments/Updates

Table 80. Stokke AS Competitive Strengths & Weaknesses

Table 81. BabyBjörn AB Basic Information, Manufacturing Base and Competitors

Table 82. BabyBjörn AB Major Business

Table 83. BabyBjörn AB Foldable Baby Bathtub Product and Services

Table 84. BabyBjörn AB Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. BabyBjörn AB Recent Developments/Updates

Table 86. BabyBjörn AB Competitive Strengths & Weaknesses

Table 87. Munchkin Inc. Basic Information, Manufacturing Base and Competitors

Table 88. Munchkin Inc. Major Business

Table 89. Munchkin Inc. Foldable Baby Bathtub Product and Services

Table 90. Munchkin Inc. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Munchkin Inc. Recent Developments/Updates

Table 92. Munchkin Inc. Competitive Strengths & Weaknesses

Table 93. Skip Hop Inc. Basic Information, Manufacturing Base and Competitors

Table 94. Skip Hop Inc. Major Business

Table 95. Skip Hop Inc. Foldable Baby Bathtub Product and Services
Table 96. Skip Hop Inc. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Skip Hop Inc. Recent Developments/Updates
Table 98. Skip Hop Inc. Competitive Strengths & Weaknesses
Table 99. Zhejiang Babyhood Baby Products Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 100. Zhejiang Babyhood Baby Products Co., Ltd. Major Business
Table 101. Zhejiang Babyhood Baby Products Co., Ltd. Foldable Baby Bathtub Product and Services
Table 102. Zhejiang Babyhood Baby Products Co., Ltd. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Zhejiang Babyhood Baby Products Co., Ltd. Recent Developments/Updates
Table 104. Zhejiang Babyhood Baby Products Co., Ltd. Competitive Strengths & Weaknesses
Table 105. Zhejiang Rikang Baby Products Co.,Ltd. Basic Information, Manufacturing Base and Competitors
Table 106. Zhejiang Rikang Baby Products Co.,Ltd. Major Business
Table 107. Zhejiang Rikang Baby Products Co.,Ltd. Foldable Baby Bathtub Product and Services
Table 108. Zhejiang Rikang Baby Products Co.,Ltd. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Zhejiang Rikang Baby Products Co.,Ltd. Recent Developments/Updates
Table 110. Zhejiang Rikang Baby Products Co.,Ltd. Competitive Strengths & Weaknesses
Table 111. Crowned Love Basic Information, Manufacturing Base and Competitors
Table 112. Crowned Love Major Business
Table 113. Crowned Love Foldable Baby Bathtub Product and Services
Table 114. Crowned Love Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Crowned Love Recent Developments/Updates
Table 116. Crowned Love Competitive Strengths & Weaknesses
Table 117. Summer Infant Inc. Basic Information, Manufacturing Base and Competitors
Table 118. Summer Infant Inc. Major Business
Table 119. Summer Infant Inc. Foldable Baby Bathtub Product and Services
Table 120. Summer Infant Inc. Foldable Baby Bathtub Production (K Units), Price

(USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Summer Infant Inc. Recent Developments/Updates

Table 122. Summer Infant Inc. Competitive Strengths & Weaknesses

Table 123. Safety 1st Basic Information, Manufacturing Base and Competitors

Table 124. Safety 1st Major Business

Table 125. Safety 1st Foldable Baby Bathtub Product and Services

Table 126. Safety 1st Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Safety 1st Recent Developments/Updates

Table 128. Safety 1st Competitive Strengths & Weaknesses

Table 129. LuvLap Basic Information, Manufacturing Base and Competitors

Table 130. LuvLap Major Business

Table 131. LuvLap Foldable Baby Bathtub Product and Services

Table 132. LuvLap Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. LuvLap Recent Developments/Updates

Table 134. LuvLap Competitive Strengths & Weaknesses

Table 135. Intex Recreation Corp. Basic Information, Manufacturing Base and Competitors

Table 136. Intex Recreation Corp. Major Business

Table 137. Intex Recreation Corp. Foldable Baby Bathtub Product and Services

Table 138. Intex Recreation Corp. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Intex Recreation Corp. Recent Developments/Updates

Table 140. Intex Recreation Corp. Competitive Strengths & Weaknesses

Table 141. Wee Sprout Basic Information, Manufacturing Base and Competitors

Table 142. Wee Sprout Major Business

Table 143. Wee Sprout Foldable Baby Bathtub Product and Services

Table 144. Wee Sprout Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Wee Sprout Recent Developments/Updates

Table 146. Wee Sprout Competitive Strengths & Weaknesses

Table 147. Fujian O'sk Baby And Children Products Corp.,ltd. Basic Information, Manufacturing Base and Competitors

Table 148. Fujian O'sk Baby And Children Products Corp.,ltd. Major Business

Table 149. Fujian O'sk Baby And Children Products Corp.,ltd. Foldable Baby Bathtub Product and Services

Table 150. Fujian O'sk Baby And Children Products Corp.,Ltd. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Fujian O'sk Baby And Children Products Corp.,Ltd. Recent Developments/Updates

Table 152. Fujian O'sk Baby And Children Products Corp.,Ltd. Competitive Strengths & Weaknesses

Table 153. Bambino Mio Ltd. Basic Information, Manufacturing Base and Competitors

Table 154. Bambino Mio Ltd. Major Business

Table 155. Bambino Mio Ltd. Foldable Baby Bathtub Product and Services

Table 156. Bambino Mio Ltd. Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Bambino Mio Ltd. Recent Developments/Updates

Table 158. Bambino Mio Ltd. Competitive Strengths & Weaknesses

Table 159. Koala Baby Products Basic Information, Manufacturing Base and Competitors

Table 160. Koala Baby Products Major Business

Table 161. Koala Baby Products Foldable Baby Bathtub Product and Services

Table 162. Koala Baby Products Foldable Baby Bathtub Production (K Units), Price (USD/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Koala Baby Products Recent Developments/Updates

Table 164. Koala Baby Products Competitive Strengths & Weaknesses

Table 165. Global Key Players of Foldable Baby Bathtub Upstream (Raw Materials)

Table 166. Global Foldable Baby Bathtub Typical Customers

Table 167. Foldable Baby Bathtub Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Foldable Baby Bathtub Picture

Figure 2. World Foldable Baby Bathtub Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Foldable Baby Bathtub Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 5. World Foldable Baby Bathtub Average Price (2021-2032) & (USD/Unit)

Figure 6. World Foldable Baby Bathtub Production Value Market Share by Region (2021-2032)

Figure 7. World Foldable Baby Bathtub Production Market Share by Region (2021-2032)

Figure 8. North America Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 9. Europe Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 10. China Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 11. Japan Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 12. South Asia Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 13. India Foldable Baby Bathtub Production (2021-2032) & (K Units)

Figure 14. Foldable Baby Bathtub Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 17. World Foldable Baby Bathtub Consumption Market Share by Region (2021-2032)

Figure 18. United States Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 19. China Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 20. Europe Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 21. Japan Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 22. South Korea Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 23. ASEAN Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 24. India Foldable Baby Bathtub Consumption (2021-2032) & (K Units)

Figure 25. Producer Shipments of Foldable Baby Bathtub by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Foldable Baby Bathtub Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Foldable Baby Bathtub Markets in 2025

Figure 28. United States VS China: Foldable Baby Bathtub Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Foldable Baby Bathtub Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Foldable Baby Bathtub Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Foldable Baby Bathtub Production Market Share 2025

Figure 32. China Based Manufacturers Foldable Baby Bathtub Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Foldable Baby Bathtub Production Market Share 2025

Figure 34. World Foldable Baby Bathtub Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Foldable Baby Bathtub Production Value Market Share by Type in 2025

Figure 36. Hinged Folding Type

Figure 37. Press-to-Folding Type

Figure 38. Inflatable Folding Type

Figure 39. Others

Figure 40. World Foldable Baby Bathtub Production Market Share by Type (2021-2032)

Figure 41. World Foldable Baby Bathtub Production Value Market Share by Type (2021-2032)

Figure 42. World Foldable Baby Bathtub Average Price by Type (2021-2032) & (USD/Unit)

Figure 43. World Foldable Baby Bathtub Production Value by Material, (USD Million), 2021 & 2025 & 2032

Figure 44. World Foldable Baby Bathtub Production Value Market Share by Material in 2025

Figure 45. Composite Material

Figure 46. Food-Grade Silicone Material

Figure 47. Others

Figure 48. World Foldable Baby Bathtub Production Market Share by Material (2021-2032)

Figure 49. World Foldable Baby Bathtub Production Value Market Share by Material (2021-2032)

Figure 50. World Foldable Baby Bathtub Average Price by Material (2021-2032) & (USD/Unit)

Figure 51. World Foldable Baby Bathtub Production Value by Function, (USD Million),

2021 & 2025 & 2032

Figure 52. World Foldable Baby Bathtub Production Value Market Share by Function in 2025

Figure 53. Basic Folding Bathtub

Figure 54. Heat-Sensitive Folding Bathtub

Figure 55. Others

Figure 56. World Foldable Baby Bathtub Production Market Share by Function (2021-2032)

Figure 57. World Foldable Baby Bathtub Production Value Market Share by Function (2021-2032)

Figure 58. World Foldable Baby Bathtub Average Price by Function (2021-2032) & (USD/Unit)

Figure 59. World Foldable Baby Bathtub Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 60. World Foldable Baby Bathtub Production Value Market Share by Application in 2025

Figure 61. Maternal and Infant Products Industry

Figure 62. Infant and Toddler Care Service Industry

Figure 63. Others

Figure 64. World Foldable Baby Bathtub Production Market Share by Application (2021-2032)

Figure 65. World Foldable Baby Bathtub Production Value Market Share by Application (2021-2032)

Figure 66. World Foldable Baby Bathtub Average Price by Application (2021-2032) & (USD/Unit)

Figure 67. Foldable Baby Bathtub Industry Chain

Figure 68. Foldable Baby Bathtub Procurement Model

Figure 69. Foldable Baby Bathtub Sales Model

Figure 70. Foldable Baby Bathtub Sales Channels, Direct Sales, and Distribution

Figure 71. Methodology

Figure 72. Research Process and Data Source

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